

Job Title:	<b>Economic Development Marketing Analyst</b>
Job Description Number:	<b>2115</b>
Department/Division:	<b>Economic Development/Administration</b>
Exemption Status:	<b>Exempt</b>
Pay Grade:	<b>109</b>
Immediate Supervisor:	<b>Economic Development Manager</b>
Normal Work Schedule:	<b>Mon-Fri, 8 hours/day</b>

**Brief Description of the Job:**

Conduct research and analysis to support City economic development initiatives. Research and analyze various data, including demographics, city revenue projections of property taxes and business license fees, Return on Investment (ROI), building permit activity, net financial impact of annexations and impact of tax incentives. Utilize completed research and analysis for development of new marketing materials and maintenance of existing marketing information, databases and web sites.

**Essential Functions:**

**Conduct Research and Analysis (30%):** Utilizing ArcGIS, ESRI Business Analyst Online and City financial system, compile, analyze and provide marketing reports for variety of uses including commercial corridor benchmarking, business recruitment and retention efforts. Conduct Internet research on business prospects and economic development related issues, state legislation, local real estate market trends, incentives, as required. Create Business Analyst demographic reports and maps for business prospects, site selection firms, real estate brokers, and grant applications for other City departments. Maintain existing GIS maps illustrating key development areas and the development activity on a City-wide basis for use in meeting with business prospects. Execute surveys, and determine levels of resulting returns for development projects. Serve as the City's representative to local Economic Development researchers groups at the Greenville Area Development Corporation (GADC) and Upstate Alliance by attending meetings, maintaining list of the City's relevant research databases and providing updates on development projects. Provide assistance to these agencies, as needed, for development prospects involving sites located in the City. Serve as the department liaison to the Revenue Division for business license related issues.

**Manage Annexation Strategy (25%):** Working with relevant departments, focus on key annexations, conduct cost/benefit analysis, manage water covenants. Evaluate options for short-term and long-term annexation opportunities by tracking development activity on properties contiguous to the city and within the water covenant boundary. Determine the most beneficial opportunities to pursue for targeted annexation marketing purposes. Contact property owners to discuss the advantages of annexation into the City. Manage and cross reference water covenants with the Greenville Water Engineer, City's Legal, GIS, and Engineering departments. Maintain the GIS/ED water covenant mapping program and office files.

**Respond to Requests for Information (20%):** Respond to Request for Information Surveys (RFIs) using available databases. Conduct research on available commercial properties meeting desired specifications using COSTAR internet database and generate reports on sites in electronic and hard copy

formats. Create GIS maps of sites illustrating elevation contours, FEMA flood zones, parcel boundaries, as needed. Coordinate all responses to RFIs with the City's Business Development Manager.

**Develop Marketing Materials (10%):** Using research and analysis, develop presentation/marketing materials in electronic and printed formats, including brochures, flyers, fact sheets, and reports to support economic development initiatives. Presentation materials could include pictures, infographics, statistical data with or without graphs, GIS maps and other information. Conduct formal presentations to business groups, City Manager, City Council, real estate brokers, inter-city visitors, and others.

**Maintain Website Content (10%):** Maintain department's content on the City of Greenville web site and GreenvilleSCBusiness.com by updating statistics, text, links, Adobe PDF documents, spreadsheets and other documents as necessary.

**Provide Administrative and Project Management Support (5%):** Provide administrative and technical support to private boards, business associations, property owners' groups, as may be assigned, which may include planning meetings, taking minutes, development project management, loan and/or grant administration.

Other duties and responsibilities as assigned.

## **Physical Demands**

### **Overall Strength Demands:**

Sedentary strength demands include exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.

**Physical Demands:** Continuously requires fine dexterity, sitting, vision, and hearing. Frequently requires talking. Occasionally requires standing, walking, lifting, carrying, reaching, handling, and twisting. Rarely requires kneeling, pushing/pulling, climbing, foot controls, balancing, bending, and crouching.

**Machines, Tools, Equipment, and Work Aids:** Telephone, fax machine, copier, scanner, calculator, projector, map trimmer, paper cutter, and document binder.

**Computer Equipment and Software:** Desktop computer, laptop computer, iPad, laser printers, map plotter, Internet browsers, Microsoft Windows, Microsoft Outlook, Microsoft Excel, Microsoft Word, Microsoft Access, Microsoft Publisher, Adobe Creative Suite, Microsoft PowerPoint, ArcGIS 10.2.1, MapIt, SharePoint, Grant Tracker, H.T.E. Financial System, NaviLine, AS400, web content management systems, Google Earth, Google Streetmap, Pictometry, and ESRI Business Analyst Online.

## **Working Conditions**

**Overall Working Conditions:** Good: Relatively free from unpleasant environmental conditions or hazards.

**Environmental Factors:** Seasonal exposure to extreme temperatures.

**Health and Safety:** Rare exposure to mechanical hazards.

**Primary Work Location:** Office Environment.

**Protective Equipment Required:** None.

### **Non-Physical Demands**

Frequently requires working closely with others. Occasionally requires time pressures, frequent change of tasks, and tedious or exacting work. Rarely requires emergency situations, irregular schedule/overtime, performing multiple tasks simultaneously, and noisy/distracting environment.

### **Job Requirements**

**Formal Education:** Bachelor's degree or equivalent in Planning, Economics, Public Administration, Business, or related field is required. Graduate work or an advanced degree in Planning, Economics, Public Administration, Business, or a related field is preferred.

**Experience:** Over two years of experience in real estate, planning, public administration, or economic development is required.

**Driver's License Required:** Class D South Carolina license.

**Certifications and Other Requirements:** None.

### **Job Demands**

**Reading:** Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts.

**Math** Advanced Level: Ability to apply fundamental concepts of theories; work with advanced mathematical operations methods and functions of real and complex variables. Ability to calculate return on investment, financial comparisons, and arithmetic functions such as sums, percentages, mean, and median.

**Writing:** Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

**Human Collaboration Skills:** Decisions regarding interpretation of existing policies may be made. Contacts may involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas. Work has a high impact on the organization. External contacts include general public, Chamber of Commerce, business and property owners, GADC, Upstate Alliance, VisitGreenvilleSC, citizen task forces, financial institutions, real estate professionals, and consultants. Internal contacts include City Manager, City Attorney's Office, and Property Maintenance, Planning and Development, Finance, GIS, Public Works, Community Development, Public Information and Events, Traffic Engineering, and Engineering.

**Management and Supervision:** Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.

**Technical Skill:** Advance Skill: Work requires advanced skills and knowledge in approaches and system, which affect the designs and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively. Comprehensive application: Consequences of work affect large groups as well as the customer-base at large.

**Fiscal Responsibility:** Position does research for budget forms and requests, prepares draft documents, and oversees non-discretionary expenditures for a specific program, grant, or project.

### **Freedom to Act and Impact of Action**

Receive General Direction: The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

### **Disclaimer**

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.